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ORIGINAL
Tues 2/28/95
staff meeting

ounts)

COMPANY	M	Lorillard	Liggett
13 wk Base Nov. 25,1994	6	7.56	2.11
February 24, 1995 (13wm)	9	7.86	2.28
	17)	0.30	0.17

CATEGORY	Premium	
13 wk Base Nov. 25,1994	67.46	32.54
February 24, 1995 (13wm)	68.87	31.13
	1.41	(1.41)

PM MAJOR BRANDS	Marlboro	PM OPB	V. Slims	B & H	Merit	Parliament
13 wk Base Nov. 25,1994	28.93	7.91	2.36	2.31	2.38	0.66
February 24, 1995 (13wm)	29.13	8.09	2.43	2.38	2.41	0.67
	0.20	0.18	0.07	0.07	0.03	0.01

PM BRANDED DISCOUNTS	Basic	Cambridge	Bristol	Alpine
13 wk Base Nov. 25,1994	4.90	1.76	0.15	0.33
February 24, 1995 (13wm)	4.74	1.59	0.14	0.32
	(0.16)	(0.17)	(0.01)	(0.01)

PM PRIVATE LABEL	PM
13 wk Base Nov. 25,1994	1.52
February 24, 1995 (13wm)	1.32
	(0.20)

Source: https://www.industrydocuments.ucsf.edu/docs/ktpj0004